

Coupons, Discounts & New Jersey Sales Tax

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Introduction

As a consumer, retailer or manufacturer, you may be familiar with the products and services that are subject to sales tax in New Jersey. But what about coupon offers, sales, discounts, promotions and other types of consumer incentives? If an item is not being sold at full price, is sales tax based on the regular price or the reduced price? This bulletin explains the correct procedures for charging New Jersey sales tax whenever coupons or other discounts result in a taxable item or service being sold at a reduced price.

Coupons

There are two distinct types of coupons commonly used by consumers — *manufacturer coupons* and *vendor coupons*. Sales tax is calculated differently depending on which kind of coupon is used.

Manufacturer coupons are treated like cash because the vendor who accepts them is *reimbursed* by a third party. When these coupons are used, sales tax is charged on the *full regular price* because that is the amount which the vendor ultimately receives — in part from the customer, the balance from the manufacturer.

Example: A store issues a coupon labeled “mfr.” entitling the holder to purchase an item for \$10 less than the regular price.

Regular price	\$ 99.95
6% sales tax	<u>+ 6.00</u>
Total before discount	\$105.95
Manufacturer’s coupon	<u>– 10.00</u>
Customer pays	\$ 95.95

Example: A manufacturer issues a coupon entitling the holder to purchase two items for the price of one.

Regular price for two items	\$ 5.98
6% sales tax	<u>+ 0.36</u>
Total	\$ 6.34
Coupon for free item	<u>– 2.99</u>
Customer pays	\$ 3.35

NOTE: If a coupon involves a reimbursement and that fact is not disclosed on the coupon or in the advertisement, the vendor who accepts the coupon will collect sales tax from the purchaser only on the reduced price but must remit sales tax to the State based on the full regular selling price of the item.

Vendor coupons are issued by the vendor, rather than by the manufacturer. Whenever a transaction includes the use of a vendor coupon, tax is charged *only on the discounted price* of the item being purchased, since the vendor is not reimbursed for the value of the coupon.

Example: A store issues a coupon entitling the holder to purchase a product for 50 cents less than the regular price.

Regular price	\$ 2.37
Store coupon	<u>– 0.50</u>
Taxable receipt	\$ 1.87
6% sales tax	<u>+ 0.11</u>
Customer pays	\$ 1.98

Example: A store issues a coupon entitling the holder to purchase two items for the price of one.

Regular price for two items	\$ 1.58
Store coupon for free item	<u>– 0.79</u>
Taxable receipt	\$ 0.79
6% sales tax	<u>+ 0.05</u>
Customer pays	\$ 0.84

Discounts

Whenever a taxable item is purchased “on sale” and *no coupon is required* for the discount, sales tax is due only on the discounted price.

Example: Ann purchases a television set at her local department store for \$350. The regular ticket price of the item is \$450. No coupon is required for the \$100 discount. The total cost to Ann is \$371 (\$350 for the TV plus \$21 sales tax).

Free Offers

When a store or manufacturer offers a taxable item free with *no coupon required*, customers should not be charged sales tax on the free item.

Supermarket Club Cards

Often, supermarkets issue customers a store card which can be used to obtain discounts on certain items. Discounts obtained through such cards are treated the same as discounts with store coupons. Thus, sales tax is due on the discounted amount.

**Buy One
Get One**

If **no coupon** is required to obtain two taxable items for the price of one (or three for the price of two, etc.), sales tax should be charged only on the amount that the customer actually pays.

Example: Rick buys two paperback books, each book costing \$4.95, on a “buy one, get one free” offer. No coupon is required for the discount. The cost to Rick is \$4.95 plus 30 cents sales tax (6% of \$4.95).

**Early
Payment
Discounts**

Vendors often offer their customers a discount for early payment. For example, the term “2/10, net/30” means that the purchaser may take a 2% discount off the selling price if payment is made within 10 days, but no discount is allowed thereafter and the full invoice amount is due within 30 days. Whenever discounts of this type are offered, sales tax is charged on the full selling price, whether or not the customer chooses to take advantage of the discount.

Trade-Ins

A trade-in is a discount that occurs when a customer gives the retailer a used item which the retailer will hold for sale in exchange for credit against the purchase of a new product of the same kind. In transactions that include a trade-in, sales tax is charged on the net purchase price, which is the price to the customer *after the amount of the trade-in allowance has been deducted from the regular selling price.*

Example: An automobile dealer allows a customer an \$800 trade-in allowance against the purchase price of a used car. The sales invoice would look something like this:

Used car sticker price	\$8,900
Trade-in allowance	<u>- 800</u>
Taxable receipt	\$8,100
6% sales tax	<u>+ 486</u>
Customer pays	\$8,586

Sales tax is not charged on the full price in this case because the vendor will collect the balance of tax later, when the traded-in item is resold.

NOTE: The law permits this discount only when the item taken in trade is of the same kind as the one being purchased **and** the retailer intends to resell it.

Rebates

A popular sales promotion is for the manufacturer to issue a rebate on the retail price of an item. When a manufacturer’s rebate is involved, sales tax is calculated on the full retail price before the rebate. For sales tax purposes, a rebate is treated the same as a manufacturer’s coupon, since in both situations, the vendor is receiving the full retail price, in part from the customer, in part from the manufacturer.

Example: An automobile manufacturer offers a \$2,000 rebate on the cost of this year’s latest model. The billing would look similar to this:

Sticker price	\$18,000
6% sales tax	<u>+ 1,080</u>
Total before rebate	\$19,080
Manufacturer’s rebate	<u>- 2,000</u>
Customer pays	\$17,080

A manufacturer’s rebate may be sent to the customer after the sale is concluded, or directly to the vendor as part of the customer’s payment. The rebate will not affect the retail taxable receipt since the retailer receives the full price either way.

**For More
Information**

For more information on coupons, discounts and New Jersey sales tax, contact the Division’s Customer Service Center at 609-292-6400, e-mail us at **taxation@tax.state.nj.us**, or write to:

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